BTEC Assignment Brief
Qualification: L3 BTEC Certificate in IT

ASSIGNMENT BRIEF

Unit 3: Using Social Media in Business

Learning Aim B (Assignment 3.2)
Develop a plan to use social media in a business to meet requirements

Learning Aim C (Assignment 3.3)
Implement the use of social media in a business.

Hand out date: **31th March 2025**
Submission date: **Learning Aim B (3.2) - 7th April 2025**
Learning Aim C (3.3) – 21st April 2025

Context/scenario: The local chamber of commerce has many members who run small businesses. The members are interested in using social media to promote their businesses but know very little about it. The chamber of commerce has approached your college, as they understand students study a unit on social media in business. As a student studying a unit on social media in business you have been asked to provide a report on using social media for business purposes to deliver to the members of the chamber of commerce.

Following on from the report on social media you produced for the chamber of commerce, one of the small businesses has asked you to plan and implement the use of social media within their business. You need to:

- Identify the business aims and how it wants to use social media to meet them.
- Produce a plan to use social media in a business, annotated to justify the planning choices that have been made. The plan should identify a target audience and a keyword strategy. It should include a posting schedule with timescales identified.
- Provide evidence that you have reviewed the plan with the business owner (or your tutor acting as the business owner) and improved the plan based on the feedback you have been given.
- Produce a written evaluation of both the plan you create and its implementation against the requirements that the business has.
- Produce optimised content for posting on social media that follows the plan you have developed, annotated to show how it takes into account the target audience.
- Review data that has been collected from social media sites about the postings that have been made, explaining which posts have created the most interaction.

Checklist of evidence needed:

Report that includes:

- Annotated plan including purpose and aims, identified target audience, keyword strategy and posting schedule
- Evidence that the plan has been reviewed including details of improvements to the plan
- An evaluation of the plan
- Annotated postings
- Review of data on social media postings

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/BC.D2	Evaluate the plan and use of social media in a business against business requirements.
3/BC.D3	Demonstrate individual responsibility, creativity, and effective self-management in the planning and use of social media in a business context.
3/B.M2	Justify planning decisions made, showing how the plan will fulfil its purpose and business requirements.
3/C.M3	Optimise the content, format and features of social media that meet the requirements of the plan.
3/B.P3	Produce a plan to use social media in a business to meet its business requirements.
3/B.P4	Review the plan with others in order to identify and inform improvements.
3/C.P5	Produce business-related content using appropriate features of social media that meet the requirements of the plan.
3/C.P6	Review data obtained on social media usage and interaction.

Sources of information to support you with this Assignment	● Social Media Examiner is one of many blog sites with lots of up-to-date articles about using social media for business purposes: www.socialmediaexaminer.com ● Social Media Today also focuses on social media marketing for business: www.socialmediatoday.com ● Mashable is blog site with a UK based version with lots of up-to-date articles on social media: mashable.com/social-media/ ● Articles from the UK Guardian newspaper on a wide range of issues related to social media: www.theguardian.com/media/social-media **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/support/published-resources.html#step1